



THOMAS D'ARCY BROPHY



STAT

April 14, 1952

Dear Stu:

This will confirm our telephone conversation of this morning about my engagement with General Smith for Wednesday, April 23rd, at the University Club here, at 12:30 P.M. I am looking forward with much pleasure to the visit with General Smith and my only regret is that you cannot be there, too. If, by any chance, your present plans change and you can join us, by all means do so.

As a matter of passing interest I am enclosing a copy of the Register and Vote program of the American Heritage Foundation. Also, copies of our basic booklet "Good Citizen" and "Politics is What you Make It", a Public Affairs Committee pamphlet.

Incidentally, we are meeting with most encouraging cooperation in connection with our non-partisan efforts to get out the vote this November. Rather than go into the details in this letter I am enclosing a press release issued in Chicago last week, which you may be interested in glancing through.

Cordial regards and best wishes.

Sincerely,

Mr. Stuart Hedden



STAT

**A PROGRAM TO
ENCOURAGE REGISTRATION
AND VOTING IN THE
1952 ELECTIONS**

**This is a non-partisan undertaking sponsored by the
American Heritage Foundation, in association
with The Advertising Council and other national
and community organizations.**

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V O T E
YOUR GREATEST RIGHT
YOUR GREATEST DUTY

"The most important assignment any American organization can undertake is to develop the widest possible citizenship participation in government and politics on the part of all eligible Americans."

The Trustees of the American Heritage Foundation agree and have voted to devote the full energies and the resources of the Foundation to such an undertaking in 1952.

The first phase of the program will be undertaken early in the year; the effort to be continued through the summer and autumn, reaching a climax in November.

The program will be carried out in three parts:

- 1) A national campaign of publicity and information utilizing all mass communication media for the purpose of persuading every eligible citizen first to register and then vote.
- 2) A community program to be conducted by civic, fraternal and veterans organizations through their local branches, designed to bring about a clearer understanding of the issues and to encourage registration and voting.
- 3) A program of awards, made by the American Heritage Foundation, to communities, associations and working committees doing the best job in support of this nationwide undertaking.

THE PROBLEM

The score on voting in this country is as follows:

1880	78.4% voted
1900	73.5% voted
1920 (women first voted)	49.3% voted
1940	53.4% voted
1950	44.0% voted

This compares with the record in other free countries:

June, 1949	Canada	75.0% voted
Sept. , 1950	Sweden	80.0% voted
July, 1951	Israel	72.22% voted
Oct. , 1951	England	83.0% voted

The inescapable conclusion is that the right to vote -- an inherent right -- and the first duty of citizenship, is being waived by millions of Americans, and many must be without political affiliation -- so called independent voters.

The causes are many and complex, but the effect is unmistakable. That something should be done about it is evident. That something can be done is clear, too.

Political observers are virtually unanimous in the opinion that the independent vote will determine the result of the 1952 elections. The party vote, whether Republican or Democratic, presents no special

problem in a presidential year. But non-affiliated citizens, of which it is estimated there are 15,000,000, will be the special target of this campaign.

In all, it is estimated that some 30,000,000 eligible citizens will not vote this year unless they can be persuaded to do so between now and November 4th.

These Americans are in all walks of life. This is shown by the results of a survey made in Syracuse, N. Y., immediately after the 1949 elections.

<u>Group</u>	<u>Failed to Vote</u>
Automobile Dealers	44%
Doctors	28%
Bankers	28%
Public School Teachers	23%
Real Estate Dealers	38%
Rotary Club	33%
Monarch Club	32%
Kiwanis Club	40%
Advertising & Sales Club	37%
Junior Chamber of Commerce	44%
Scottish Rite Club	44%
Lawyers	32%
Dentists	32%

Because of these results an unusual effort was made in Syracuse to get out the vote in the 1950 elections. Subsequently a second survey was made, with these encouraging results.

<u>Group</u>	<u>Failed to Vote</u>	
	<u>1949</u>	<u>1950</u>
Automobile Dealers	44%	20%
Doctors	28%	15%
Bankers	28%	14%
Public School Teachers	23%	12%
Real Estate Dealers	38%	22%
Rotary Club	33%	13%
Monarch Club	32%	7%
Kiwanis Club	40%	13%
Advertising & Sales Club	37%	18%
Junior Chamber of Commerce	44%	13%
Scottish Rite Club	44%	13%
Lawyers	32%	12%
Dentists	32%	9%

A well directed local effort changed the voting habits of these groups from 1 out of 3 failures -- to only 1 out of 8 failing to vote.

That something can be done about it nationally is also a matter of record.

A national "Get Out the Vote" campaign was initiated by the American Heritage Foundation in 1950. The purpose was to encourage by every means available, the largest possible vote across the nation. The program was divided into four parts:

- 1) The Foundation provided a program guide, display materials, and informational booklets designed to coordinate the "good citizenship" efforts of cooperating organizations and associations.

- 2) The Advertising Council prepared material to enlist the all-out cooperation of Radio, Television, Newspaper, Magazine, Outdoor Car-Card and other forms of mass media.
- 3) The Foundation aided in the formation of non-partisan committees working in communities and concerned with the physical task of bringing out the vote.
- 4) A system of national, regional and city awards was devised as a means of giving proper recognition and credit to these community groups producing the greatest increase in voting.

A record breaking total of 42,324,232 voters went to the polls. This was an increase of 5 million over the previous record (1938) for a non-Presidential election. The Foundation does not suggest that its efforts alone produced this result, but we have reason to believe that it helped significantly.

Our experience in this 1950 effort emphasized the importance of community action, encouraged and made possible by the availability of non-partisan materials and basic information on how to organize such activities.

In every instance of successful community campaigns, four factors stood out as essential to success:

- 1) Adequate well informed teams of workers recruited from civic, fraternal, veterans, school and church groups.
- 2) Adequate informational materials and aids in support of the thesis that it is in every American's interest to know the issues and to vote.

- 3) Extensive over-all support of the program by national and local mass communication media.
- 4) A method of applying merits or awards in recognition of community and organization effort.

Not only can the results of the 1950 program be cited, but the requests made upon the American Heritage Foundation by the hundreds of organizations and communities which participated in the 1950 campaign, have been overwhelming. As early as the Spring of 1951, the Foundation began receiving requests from community and national organizations for further assistance along the lines of the 1950 campaign. It was apparent that many "Get Out the Vote" committees had remained active, and that most of the cooperating organizations and associations were desirous of again participating in a campaign to stimulate voting in 1952.

This insistent call made it all the more evident that the American Heritage Foundation should again volunteer its services in the role of catalyst and coordinator, because coordination is essential to achieve important results and to avoid the duplication that will occur if hundreds of organizations and working committees undertake separate programs to the same end.

The successful methods employed in the previous "Get Out the Vote" campaign, coupled with some new procedures developed since that time will make possible a 1952 program that should far exceed in results the successful effort of 1950.

THE PROGRAM

The program is presented in three parts. A statement of purpose sets the stage for each and serves to define the areas of operation and the facilities to be employed:

- 1) It is planned to develop and maintain a canopy of national publicity and information that will keep the importance of registering and voting before the people until election time.
- 2) The interest and facilities of some 200 other national organizations and associations will be enlisted in an effort to bring the people and the candidates together for a better understanding of the issues, and to get out the vote.
- 3) Methods will be developed to give appropriate recognition and reward to groups producing the best record of effort and results in support of the undertaking.

- 1) The Advertising Council and the American Heritage Foundation, will prepare information and advertising materials, radio and television appeals, and organizational brochures for distribution to media and cooperating groups.

Plans now include a series of newspaper advertisements on the importance of registering, some of which will be designed for local and state adaptation, and will include local regulations. A series of newspaper advertisements on the importance of voting, including some especially written for rural and small town audiences; a selection of specimen editorials designed for urban, rural and industry papers; a variety

of editorial cartoons to be available in mat form to rural and small town publications; Fact Sheets for radio and television programs; 24-sheet outdoor posters for general use and others designed for local printing and application; special designs for car cards and window displays for transportation use and retail display; materials and suggestions for direct mail and visual display, etc.

A kit of materials containing suggested outlines for school debates and forums, discussion materials for colleges and universities; speech material for service clubs and fraternal organizations; film trailers for local newsreel, theatre, club and organization distribution.

Utilizing the facilities thus provided, necessary materials will be available for an educational effort employing all media.

2) Important as national publicity and information are, the most effective work is done in communities. To that end enlisting the cooperation of civic, fraternal, church and school organizations is of major importance. In the 1950 campaign it was possible to obtain the aid of many organizations including The American Legion, Veterans of Foreign Wars, Rotary, Kiwanis, League of Women Voters, Junior Chambers of Commerce, etc. The cooperation of some 200 organizations with membership groups in every city and town in the country is now being enlisted.

Each organization is being asked to take on a special project, i. e., sponsor local forums or debates, undertake to develop interest in the schools on the subject of voting, house-to-house canvassing of eligible citizens, transportation to the polls, etc.

To facilitate these activities the Foundation will have available an informational guide giving details on how to conduct community programs; inexpensive reprints of the sections on registering and voting from the "Good Citizen" handbook, leaflets on the general subject of registration containing state laws, regional limitations and variations on registration and voting.

3) The awards program sponsored by the Foundation in 1950 demonstrated the value of giving recognition to organizations and communities for outstanding service in getting out the vote. More than 800 communities and organizations competed for several classifications of awards and many have already written requesting that they be entered for a similar competition this year.

To emphasize the importance of voting in the November elections the Foundation plans again to offer a series of suitable awards to communities, counties and organizations conducting outstanding non-partisan, community-wide campaigns. The Foundation will not make awards directly to individuals. It will, however, urge communities and organizations to bestow special honors and recognition on those citizens who contribute most to a community program.

It is believed that this three-part program, if carried out as planned, will be a major influence in persuading citizens to weigh the

issues and vote in the forthcoming elections, and as such will make an important contribution to the Foundation's over-all objectives, which are:

To develop a greater awareness, and a keener appreciation, of the advantages we have in this country, emphasizing the relationship of our hard-won civil liberties to our development as the greatest nation of free people in the world's history.

To persuade all Americans that only by active personal participation in the affairs of our nation can we safeguard our freedoms, preserve the liberties from which all these advantages flow, and continue to demonstrate to the world and ourselves, that the way of free men is best.

AMERICAN HERITAGE FOUNDATION
25 W. 45th St., New York City

NOT TO BE RELEASED UNTIL AFTER 3:00 P.M. TUESDAY, APRIL 8, 1952:

AMERICAN HERITAGE FOUNDATION LAUNCHES
63,600,303 REGISTER AND VOTE DRIVE

Seeks Biggest Turnout At Polls
In Nation's History

Chicago, April 8 - The National Non-Partisan Register and Vote Campaign, aimed at producing an all-time record in registration and voting in this year's elections, was launched here today by The American Heritage Foundation and more than a score of national organizations. They are cooperating on the first national non-partisan get-out-the-vote drive for which separate organizations have coordinated plans, activities and campaign materials to achieve maximum results.

Announcement of the unprecedented campaign was made at a news conference held this afternoon at the Hotel Sherman following a meeting of executives of the twenty-five co-sponsoring organizations and the Foundation. They previewed advertising, slogans and action materials and worked out coordinating details to avoid the duplication of effort which has reduced the effectiveness of previous attempts to reverse the nation's long-time decline in percentage of eligibles voting.

Results of the meeting were reported to the conference by Thomas D'Arcy Brophy, president of the non-profit educational Foundation which sponsored the Freedom Train. He declared the campaign is "the biggest mass-action citizens campaign since the patriotic drives of World War II, because so many non-partisan organizations interested in encouraging more active citizenship realize this important election is an opportunity to dramatize the power of the individual citizen's vote".

The campaign will be a three-prong operation involving (1) more than 100 national organizations working in communities through their local branches to stimulate registration and voting; (2) a huge advertising and information campaign contributed as a public service by all mass communication media through The Advertising Council, to back up the community activity; and (3) a program of awards offered by the Foundation to communities,

associations and committees achieving the greatest percentage increase over the voting record in their areas in the last presidential election.

Specific goal of the non-partisan campaign, Brophy declared is a new record of 63,000,000 votes on Nov. 4, or 15,000,000 more than were cast in the last national election. The 1948 total of 48,680,416 was a record number of ballots, but only 51% of eligibles voted, compared to 78.4% in 1860.

Coordinating headquarters of the campaign is the Foundation's main office in New York City. Brophy explained the drive was launched from Chicago "because a grassroots drive like this could best pivot out of the Midwest where a majority of the sponsoring organizations have their headquarters, and where many of the unaffiliated community committees participating are also located". But executives of the sponsoring organizations stress their thousands of local branches across the country assure a campaign of fully national scope. The Governors of all 48 states have already pledged assistance.

The campaign will be timed in two phases. The first, aimed at stimulating registration, is already under way and will continue through summer and autumn as registration and primary election dates occur in various states. The final get-out-the-vote drive climaxing the effort will cover the last 60 days through the eve of the elections.

Following Brophy's report on campaign plans, C. M. Vandeburg, executive director of the Foundation, revealed the over-all strategy. It is "a sharp shift to the positive approach from the negative tack of most previous vote drives". He explained the Foundation "does not believe in the old approach of accusing and berating citizens for indifference and neglect. It produced guilt complexes that actually discouraged voting".

"This campaign", Vandeburg emphasized, "will stress that people everywhere are interested in this election - that it's so important they are anxious to vote. Our task is simply to provide adequate information and materials to implement the will of the people".

The Foundation was asked to serve as coordinating headquarters and catalyst of this campaign by many of the organizations that participated in its 1950 campaign, which was the first national-level non-partisan get-out-the-vote drive. That year a record-breaking "off-year" election total of

42,324,232 votes were cast, an increase of 5,000,000 over the previous high for a non-presidential election in 1938.

That successful 1950 effort was supported by advertising contributed by all media through The Advertising Council, the public service organization responsible for the free campaigns promoting Defense Bonds, blood donations, safety and other public interest programs. The Council is again co-sponsoring the Foundation campaign and all advertising materials are being prepared entirely without charge by a Council volunteer task-force under the direction of Leo Burnett of Chicago, with Donald B. Hause, also of Chicago, as volunteer coordinator.

The 25 citizens organizations co-sponsoring the campaign are all large, influential non-partisan groups which have volunteered to undertake major unduplicated activities essential to the total program. Their cooperation will include door-to-door canvassing, arranging transportation to the polls, sponsoring community meetings and special drives to reach absentee and overseas voters, liaison work with foreign language organizations and publications, and information and promotion programs to reach the public through libraries, stores, theaters, and hotels.

The 25 key cooperating non-partisan organizations are Boy Scouts of America, Kiwanis International, Lions International, Civitan International, U. S. Junior Chamber of Commerce, American Legion, American Veterans Committee, American Veterans of World War II, Disabled American Veterans, Jewish War Veterans, Veterans of Foreign Wars, General Federation of Women's Clubs, League of Women Voters, National Farmers Union, National Grange, Young Men's Christian Assn., American Jewish Committee, B'nai B'rith, Common Council for American Unity, American Council on Education, American Library Assn., Public Affairs Committee, American Hotel Assn., National Retail Dry Goods Assn., and Theater Owners of America. Other national organizations are readying to join the cooperative campaign.

The broad, non-partisan character of the register and vote campaign is also borne out by the affiliations of the American Heritage Foundation's officers. Banker Winthrop W. Aldrich is its chairman and the vice-chairmen are labor leaders William Green and Philip Murray and educator Robert C. Stroud.